

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 070706Z NOV 75

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 3749

UNCLAS SEOUL 8617

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: COUNTRY COMMERCIAL PROGRAM - KOREA FIRST QUARTER FY 76

1. ALL CAMPAIGN TARGETS MET OR EXCEEDED EXCEPTING:

ANNEX A - HEAVY AND CHEMICAL INDUSTRY UPDATE WHICH AWAITING  
REPORT FROM ROKG

ANNEX F - PRINTING AND GRAPHIC ARTS CAMPAIGN DEFERRED.

ANNEX G - MAJOR PROJECTS ACTIONS 1, 2, AND 3 NOT DONE. AS AID  
PERSONNEL WHO WOULD PARTICIPATE PHASE OUT, NEED FOR  
TASK FORCE DISAPPEARS.

ANNEX H - MARKET RESEARCH. TIR SPECS NOT RECEIVED FROM USDOC  
FOR COMPUTER MARKET RESEARCH. BEST PROSPECTS REPORT  
NEARING COMPLETION.

2. TOTAL OF 15 TRADE CENTER EVENTS HELD DURING QUARTER  
WITH FLOOR SALES \$535,000 AND \$2,280,000 IN PROJECTED SALES AND  
636 TRADE LEADS GENERATED BY 2,287 VISITORS, INCLUDING 1,448  
REGISTERED VISITORS. OTHER PROJECTS: MOVING FORWARD WITH  
ENHANCING LIBRARY CAPABILITY SEOUL AND PUSAN AND HAVE TAKEN  
SEVERAL VTRS (TOP AND UNDER-SECRETARY TABOR) TO PUSAN AND TAEJU  
AMERICAN CULTURAL CENTERS. TO'S WILL REQUIRE REEMPHASIS REST  
OF YEAR. DESPITE HEAVY DEMANDS FOR GENERAL AND NON-TARGET  
SERVICES ENGENDERED BY VISITS EXPORTERS AND INVESTORS CONTINUES,  
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WE ARE REPEATEDLY TOLD WE PROVIDE BEST SERVICE IN FAR EAST.

REFIND SERVICE PARTICULARLY EFFECTIVE.

3. RESOURCES CONTINUING PROBLEM. FUNDING AUTHORIZED TO POST SUBSTANTIALLY LOWER THAN PROGRAMMED AND REQUESTED, AS FOLLOWS (PROGRAMMED DOLLAR AMOUNT IN PARENTHESIS):

TRAVEL - 3000 (6900)

REPRESENTATION - ZERO (3000)

COMMERCIAL LIBRARY - 3500 (3500)

PRINTING AND MAILING (COMMERCIAL NEWSLETTER ONLY - 7,000 (10,000)

CONTRACT MARKET RESEARCH - ZERO (5000)

OF THREE PROGRAMMED AMERICAN AND LOCAL SECRETARIAL SLOTS IN COMMERCIAL SECTION, ONE AID EMPLOYEE RIFFED. ASST COMATT POSITIONS OPEN FROM JULY ONE TO SEPTEMBER FOUR AND FROM NOVEMBER TEN UNTIL MID-JANUARY. COMMERCIAL COUNSELOR POSITION OPEN SEPTEMBER SECOND TO NOVEMBER NINETEEN. FOREIGN SERVICE LOCAL PROFESSIONALS REPROGRAMMED TO HANDLE SECRETARIAL TASKS TO CERTAIN EXTENT BUT BULK OF TYPING WORKLOAD SHIFTED TO TEMPORARY HIRE STAFF PAID FROM TRADE CENTER EXHIBITOR DEPOSITS. SECTION IV SUMMARY OF RESOURCE ALLOCATION OVERSTATES PERSONNEL RESOURCES AVAILABLE TO COMMERCIAL PROGRAM PER SE AND WILL BE REVISED.

4. AS FOR THE WCAG REQUEST AT YEAR-END REVIEW OF FY 75 THAT THIS FIRST QUARTER REVIEW SHOULD "CONCENTRATE ON EXPERIENCE TO DATE AND IMPLICATIONS FOR THE REMAINDER OF FY 76", THIS ANALYSIS WILL BE SUBMITTED AFTER NEW COMMERCIAL COUNSELLOR IS ON BOARD AND HAS HAD A CHANCE TO REVIEW ENTIRE PROGRAM. IN ADDITION, WE HAVE BEEN WAITING FOR FINAL WORD ON THE LONG-DISCUSSED COMMERCE TRADE CENTER SINCE JANUARY OF THIS YEAR. UNTIL THAT DECISION IS MADE, THE FY 76 CCP HAS TO BE CONSIDERED AS BASED ON UNCERTAIN PREMISES. EXPERIENCE TO DATE SHOWS THAT SUCCESS OF TRADE PROMOTION FACILITY STRAINING RESOURCES AVAILABLE TO EMBASSY AT PRESENT STATE FUNDING ALLOCATIONS, PRESENT STAFFING, AND WITHOUT SUPPORT FROM COMMERCE.

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